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providing a result indicating the effectiveness of the new initiative.

Sup B2

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10. (Amended) A sales manager system including a sales manager workstation for creating a marketing initiative comprising:

a sales manager workstation controller including means for entering offer parameters for a new initiative and means for associating customer selection criteria with the offer parameters; and

a trend analysis unit using stored statistics reflecting hit rates of past initiatives with past sales requests to determine a likelihood that the new initiative will be effective, wherein

a result is provided indicating the effectiveness of the new initiative.

Sup B3
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18. (Amended) A sales manager system comprising:

a sales manager workstation for creating a marketing initiative, said sales manager workstation including a sales manager workstation controller including means for entering offer parameters for a new initiative and means for associating customer selection criteria with the offer parameters, a trend analysis unit using stored statistics reflecting hit rates of past initiatives with past sales requests to determine a likelihood that the new initiative will be effective, and an impact analysis unit for determining an impact of the new initiative on other initiatives stored in a database;

a decision support subsystem (DSS) database connected to the sales manager workstation for storing the new initiative;

a runtime offers subsystem connected to the DSS database for using information from a customer request to determine a most targeted initiative; and

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a marketing host connected to the runtime offers subsystem, said marketing host including means for sending customer requests to the runtime offers subsystem.

A4 Sup B4 >

21. (Amended) A method for creating a marketing initiative comprising the steps, performed by a processor, of:

inputting a set of new initiatives, wherein each initiative includes an initiative time period and an initiative description;

associating customer selection criteria with each new initiative;

determining a likelihood that each new initiative will be effective using stored statistics reflecting hit rates of past initiatives with past sales requests; and

providing a result indicating the effectiveness of each new initiative.

A5 Sup B5 >

24. (Amended) A data processing system for creating a marketing initiative, comprising:

a memory having program instructions; and

a processor responsive to the program instructions to input offer parameters for a new initiative, including an initiative time period and an initiative description, associate customer selection criteria with the offer parameters, determine a likelihood that the new initiative will be effective using stored statistics reflecting hit rates of past initiatives with past sales requests, and provide a result indicating the effectiveness of the new initiative.

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